

IN THIS STREET who else?
IN THIS HOUSE who else?
IN THIS CITY who else?
FOOD-SHARING who else?
EVENT who else?
JOB XYZ who else?
STARTUP who else?
UNIVERSITY who else?
PHONE REPAIR who else?
CYCLE CURRIER who else?
DELIVERY who else?
MOVERS who else?
ACCELERATORS who else?
PHOTOGRAPHER who else?

RIDE-SHARE who else?
APARTMENT who else?
IT HELP who else?
FLAT-SHARE who else?
CRAFTSMAN who else?
BOOK CLUB who else?
SPORTS who else?
RELIGION who else?
DATE who else?
SEX who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TAXI who else?

TAILOR who else?
BABYSITTER who else?
CLEANER who else?
LAUNDRY who else?
SALE who else?
CAR who else?
HOBBY who else?
SKILL XYZ who else?
GOLF who else?
ALF who else?
LOAN who else?
REFUGEE who else?
GYM who else?
CLOTHING SWOP who else?

CYCLE who else?
FLEA-MARKET who else?
CINEMA who else?
THEATRE who else?
DOG-SITTING who else?
CONCERT who else?
BOARD GAMES who else?
BAND who else?
CASH who else?
SCHOOL who else?
HAIRCUT who else?
GOLF COURSE who else?
TRAVELLING who else?
DOCTOR who else?

WHO ELSE?
QUIEN MÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

whoelse.ai

A universal language for artificial intelligence

We make Siri and Alexa talk with each other

Tobias Martens

tm@universalnamespace.com

+49 159 0107 9491

Problem: An Internet of spoken words

Voice Internet is a challenge of “cognitive” online service visibility



language

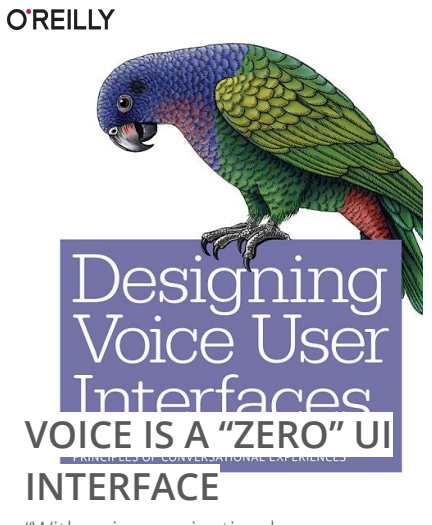
Language will create a new internet...

Voice Interfaces will make us blind for providers of services and products.



VOICE SEARCH IS END OF TEXT INTERNET

"Voice Search puts a serious threat into the heart of Google's search business."
[Business Insider](#)



O'REILLY

Designing Voice User Interfaces

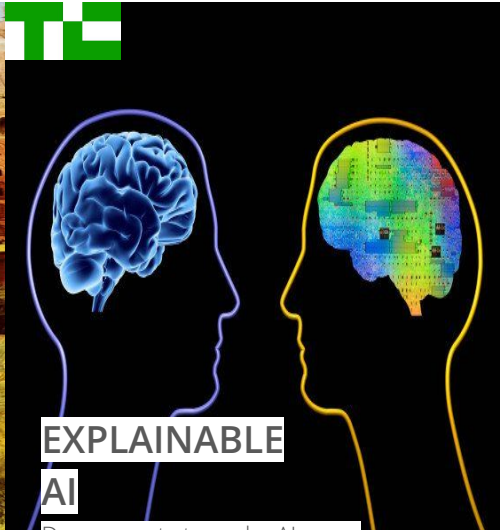
VOICE IS A "ZERO" UI INTERFACE

"With voice, navigation becomes invisible - users need to know what to ask for."
[O'Reilly Media](#)



IOT IS LIKE BABYLON

"Nobody but a startup: Why the Internet of Things might never speak a common language."
[Fast Company](#)



EXPLAINABLE AI

Darpa wants to make AI more self-conscious and aware of itself
[Techcrunch](#)

...therefor we need a unified language to interact.

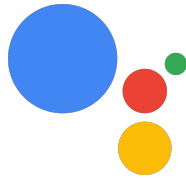
Thesis: Instead of personal assistance we need a standardization between AIs, IoT and humans.



"Hey Siri!"



"Alexa!"



"Hey Google!"

Hey Alexa!, Hey Google!, Hey Siri! - Are these the interfaces to interact with the Voice Internet, IoT or providers for online services and products?

AIs are proprietary data silos: Amazon & Apple currently dictate with their APIs the Voice Interfaces market. IoT OEMs pay license fees whilst losing access to their consumer's data.

No data standardization between AIs: What hypertext was for Text Internet, is needed for Voice Internet; a markup language for the relationships and links in speech-based AI interfaces.

AI means unfair IoT competition: Brands not owning the consumer touchpoint, will die. Language is the most exclusive namespace available. The way consumers speak already, decides who wins the Internet of Voice.

Voice Internet is the end... of 9 in 10 technology brands. They will first be unseen, and the unheard off.

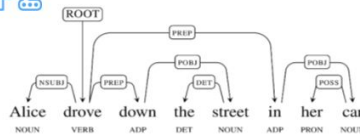
Language can be encoded for interoperability

Solution: A unified language based on a universal grammar for AI

who else? turns spoken words into code

A protocol for processing human language in AI

WHO ELSE?
QUIÉN MÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
КТО ЕЩЕ?



Google Syntax Net



who else? Protocol

who else? lets you trust blindly your voice interface.

who else? will be more trustworthy and a fair Voice Internet than an established technology company could ever build.

55+ bn IoT Devices
devices by 2022

< 3,7 Digital Brands
users remember on average

Only 1 Touchpoint
users voice in AIs

who else? A trademark for usability and access to Voice Internet. IoT devices with who else? integration are connected to a namespace using an open standard to link online products, services and IoT devices as a Voice Internet.

Free market for everyone: Market entry for Voice Internet products and services, in the who else? Namespace, will be the same for everyone. An open network of services optimized for language-based accessibility.

Unlimited customer touchpoints: Our approach is to give companies their customer touchpoint back! By implementing our protocol and namespace companies are enabled to create new businesses with their IoT devices and gain more customer data.

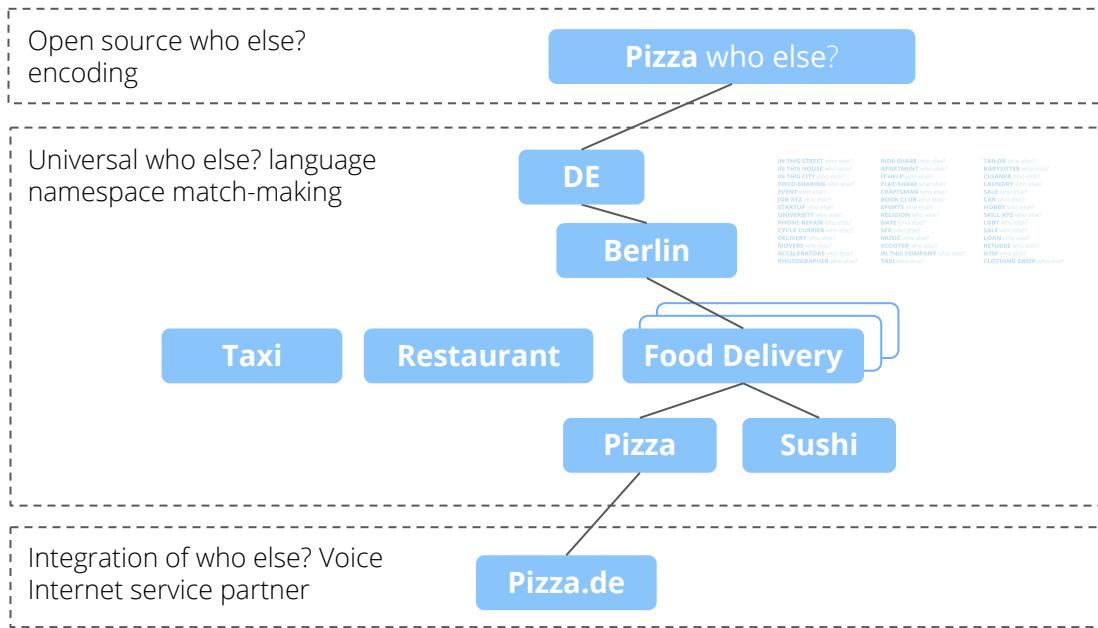
Transparency: The technology for the protocol and the namespace will be open source. On the one hand developers can use our code for new use cases, on the other hand users will gain trust, because they know and decide which personal data are shared by their AI.

who else? is a unified representation model for lingual intent

Spoken commands are encoded into 1 semantic explicit model



Universal Language Namespace



We compress language into a simplified processing model.

The MP3 of AI - we compress language into a simplified processing model

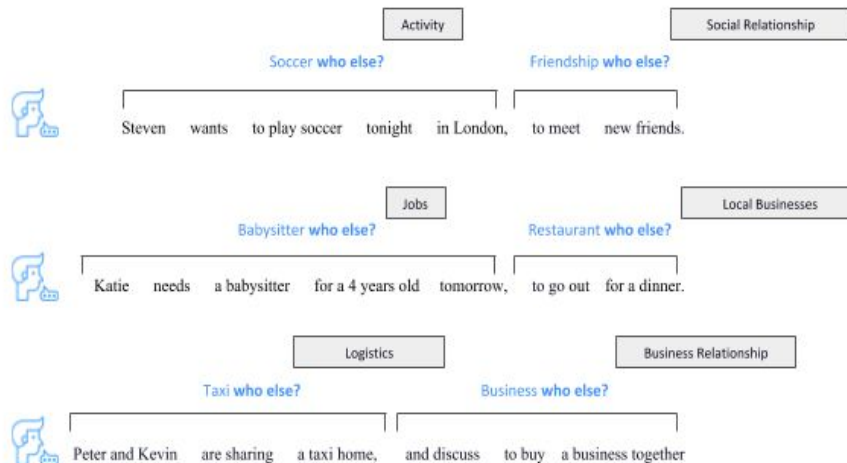
We provide a markup schema for the intent of language - a hypertext protocol for Voice Internet

Compression method

Natural Language → Code



Natural Language → Human Intent → Addressable Namespace



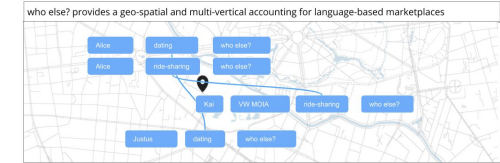
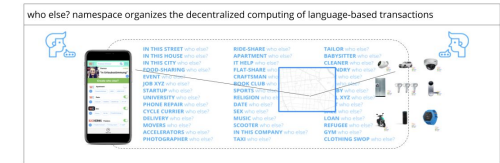
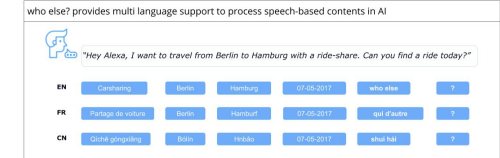
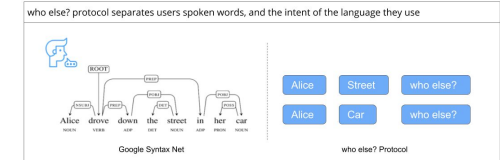
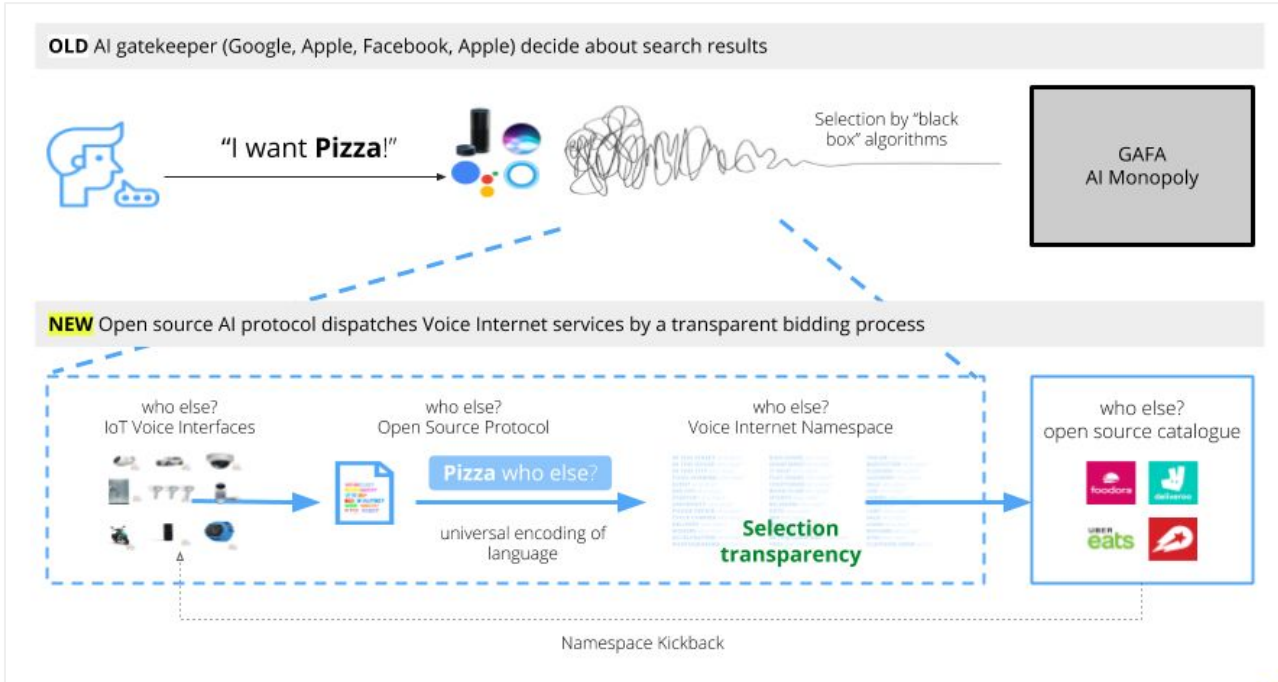
Predecessors

1989 Tim Berners Lee's Hypertext Protocol marks the beginning of Text Internet

1994 Fraunhofer MP3 starts the era of sound-enabled Internet services

who else? makes language universal computable in AI

A protocol to encode and dispatch Voice Internet - hyperlinks for speech-based AIs



who else? Is a blockchain for Voice Internet

Verification and transparency in the Namespace is realized with the blockchain.

The who else?™ namespace connects IoT devices, AIs agents & users in an open source protocol, accessible through the who else? browser and via 3rd party IoT & AI integrations in the blockchain.



Verbal Input

- “Hey Siri, who is into Tennis and available tomorrow afternoon!”
- “Hey Bosch Fridge, I want to go by car from here to SFO!”
- “Hey Alarm System, I want to know if the children already at home!”
- “Hey Mercedes, I want to drive with you!”



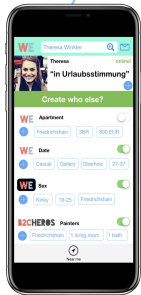
Namespace Encoding

- Tennis Central San Mateo Tuesday 14-18h who else?
- Rideshare from San Mateo to San Francisco who else?
- Who else is registered in the building at 123 5th Street?
- Who else can rent Mercedes 350?

Namespace Dispatching

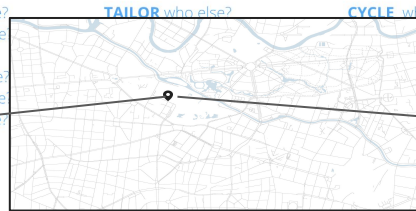


who else?
Browser
Open Source
Blockchain
Browser and API



- IN THIS STREET who else?
- IN THIS HOUSE who else?
- IN THIS CITY who else?
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- EVENT who else?
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- SPORTS who else?
- RELIGION who else?
- DATE who else?
- SEX who else?
- MUSIC who else?
- SCOOTER who else?
- IN THIS COMPANY who else?
- TAXI who else?



- LOAN who else?
- REFUGEE who else?
- GYM who else?
- CLOTHING SWOP who else?

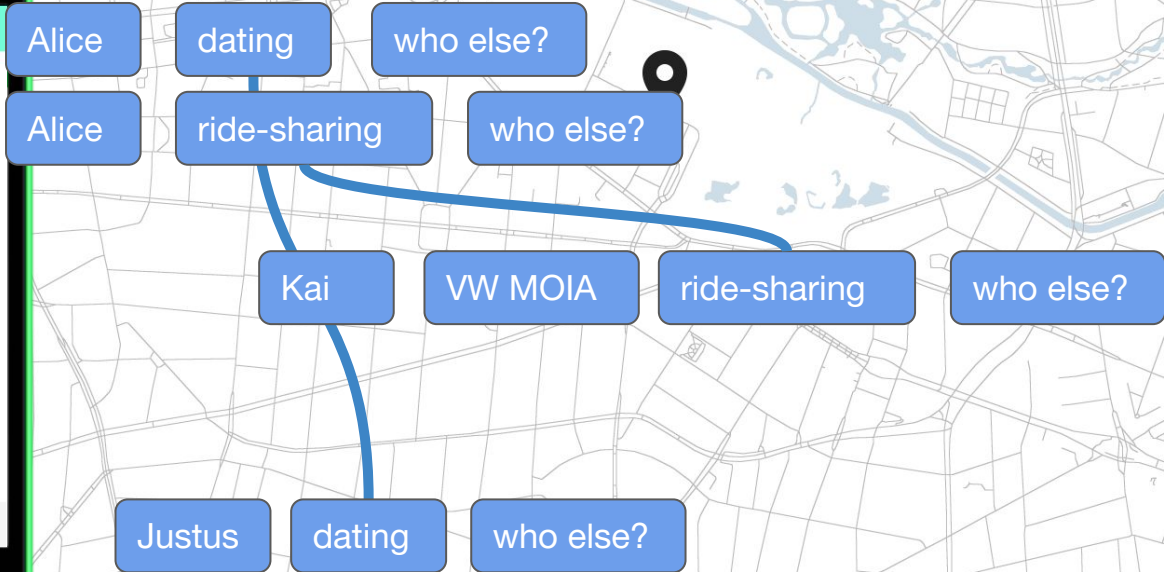
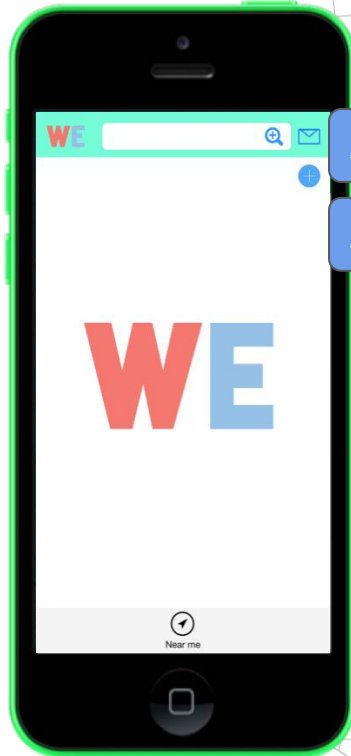
- TAILOR who else?
- CYCLE who else?
- NET who else?
- NG who else?
- AMES who else?
- HAIRCUT who else?
- GOLF COURSE who else?
- TRAVELLING who else?
- DOCTOR who else?



who else?
IoT Devices
Open Source
Design Schema for
Voice Internet

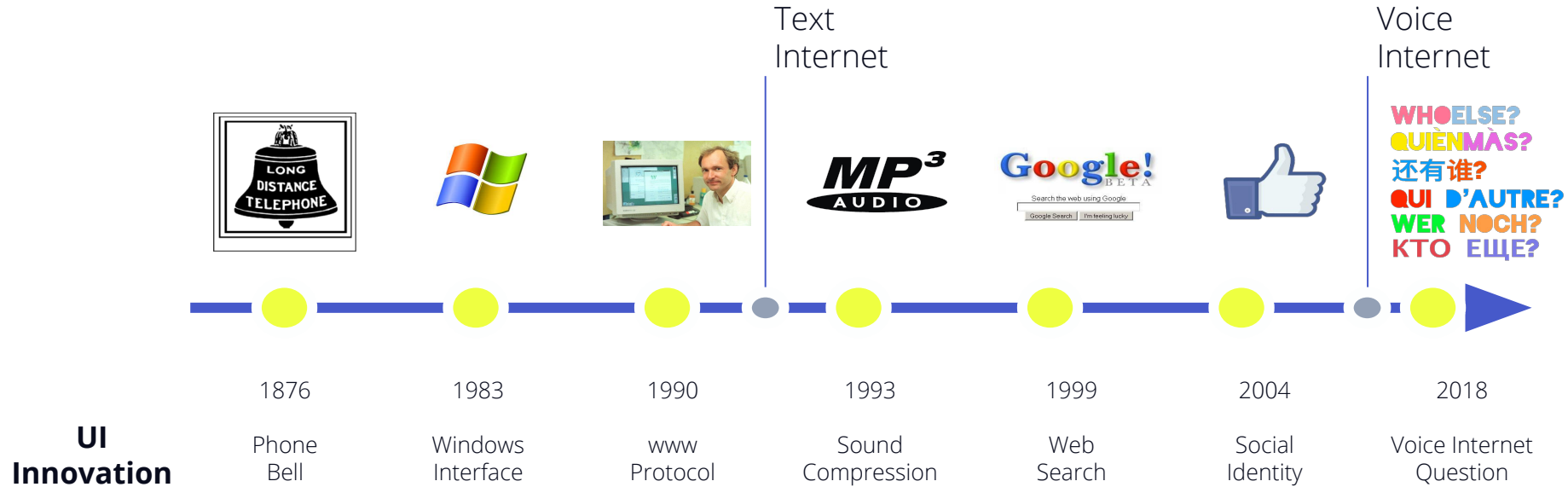
Our solution: **who else?** a unified language namespace

A unified language namespace to compute Voice-based Internet applications



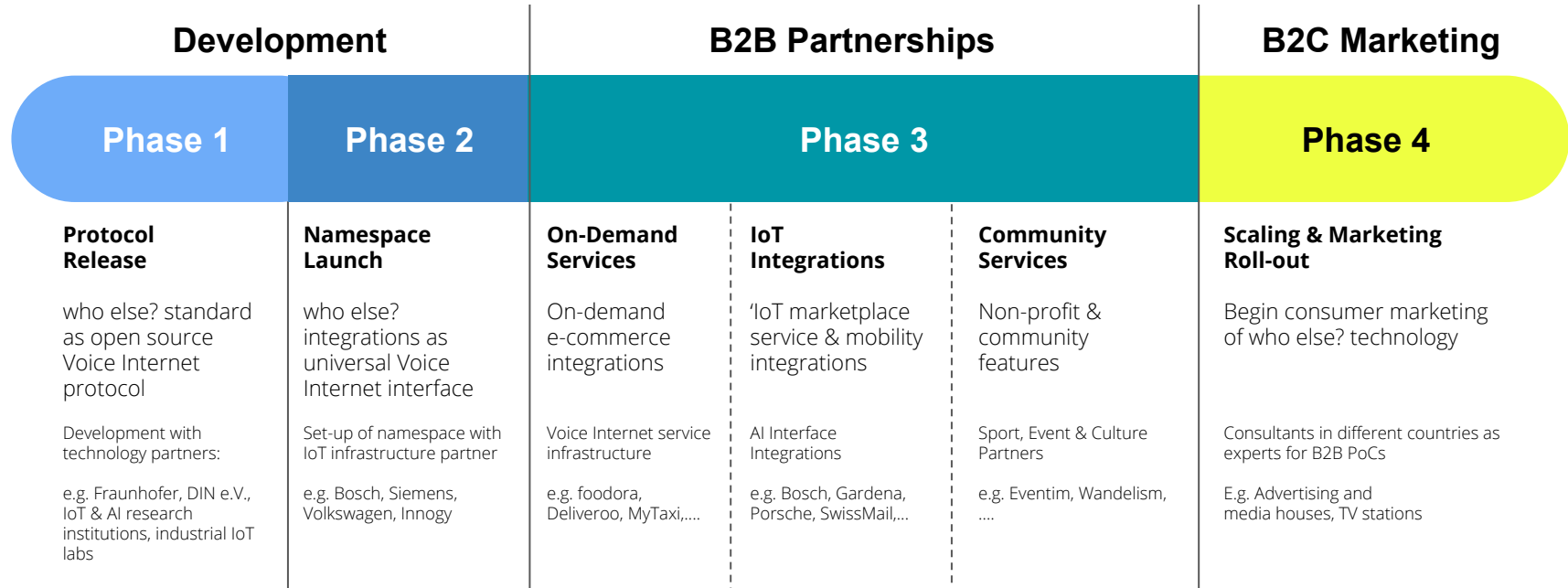
The disruption of of voice search begins today

Why now?



who else? roadmap and market-entry

Together with research and industry we build an open source Voice Internet



Our vision is to create the new Voice Internet.

The first self-explaining Voice Internet brand available as open source protocol

who else? will be No. 1 Voice Internet query: Because users can guess by their own imagination and the commonality of language, what else they can ask for using "who else?" grammar.

Old: People had to learn brands

New: People can anticipate by brand commonality

 Apartment = AirBnB

 Date = Tinder

 Parking space = Parking Monkey

 Food delivery = Deliveroo

 Nursing = Care dot Com

WHOELSE?
QUIENMÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?

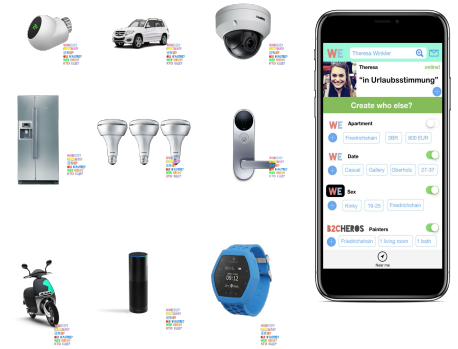
Apartment who else?

Date who else?"

Parking space who else?

Food delivery who else?

Nursing who else?

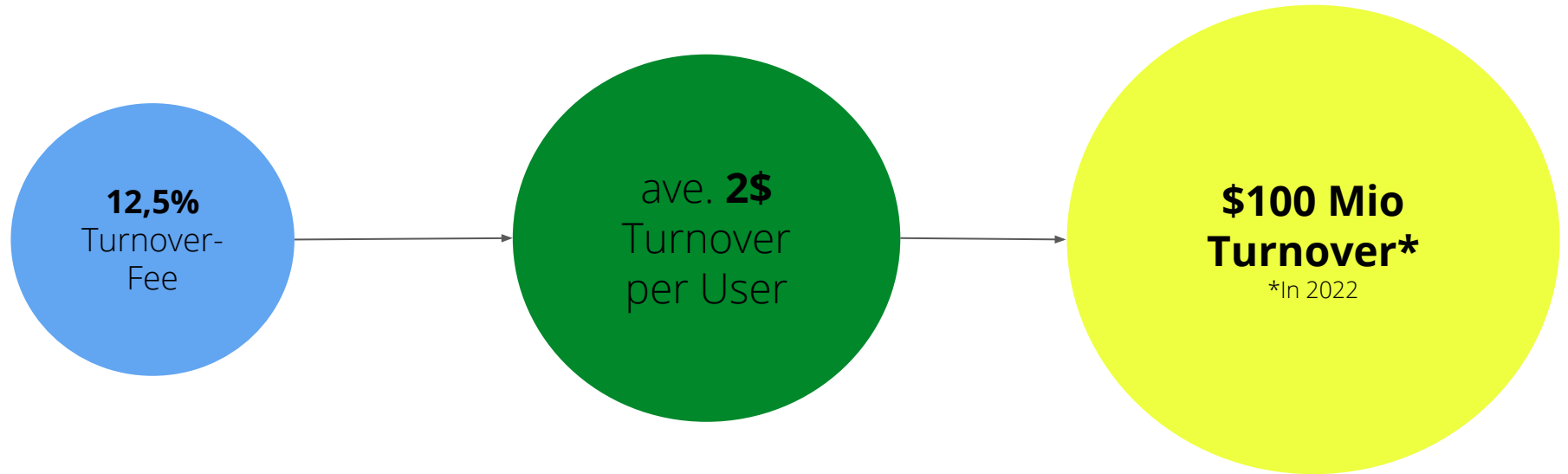


Available as Open Source AI at our IoT partners and as Open Source Browser.

Business Case

The who else? Namespace is rolled out with IoT integration partners

Until 2024 more than \$ 50m additional income will be generated for IoT OEMs



who else? the Voice Internet communication protocol

9:20pm

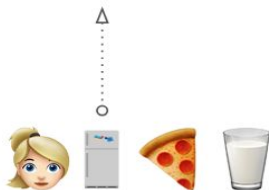


Lina: "Hey you, Bosch Fridge, I want to order a Pizza with Pepperoni, and milk for my coffee tomorrow - can you deliver in 30 minutes?"



1

who else? UG
declaration of intent



Pepperoni Pizza who else?
Milk Delivery who else?

2

who else? namespace dispatching with
other encoded intents



Luigi Pizza, si
who else!

VW Moia Delivery Driver
San Mateo who else!

3

Multi-vertical
matchmaking



Seven11
50% Fat Milk who else!

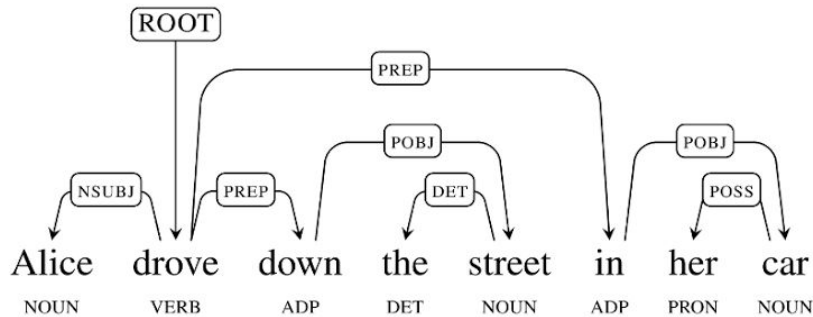


Singles who else?
Happy Lina who else!

who else? encodes human language in a simplified model

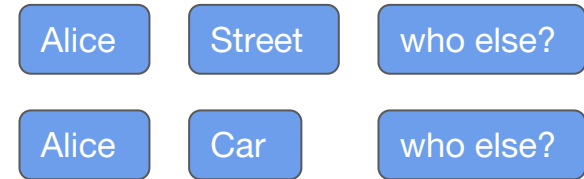
The protocol provides a meta semantic to encode language content in AIs

Output Google SyntaxNet



languagenamespace.com

Output who else?



who else? is a language independent markup protocol

A cross-language protocol for voice-based Internet services



“Hey Alexa, I want to travel from Berlin to Hamburg with a ride-share. Can you find a ride today?”

EN	Carsharing	Berlin	Hamburg	07-05-2017	who else	?
FR	Partage de voiture	Berlin	Hamburg	07-05-2017	qui d'autre	?
CN	Qìchē gòngxiǎng	Bóllín	Hnbào	07-05-2017	shuí hái	?



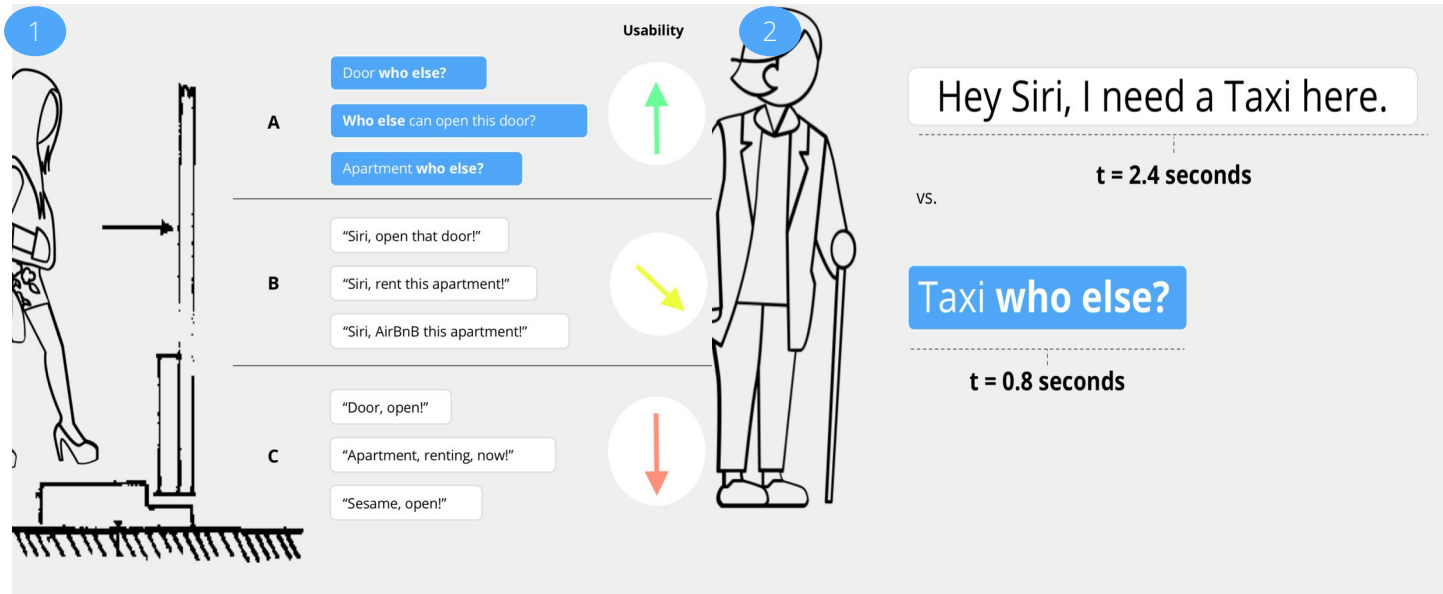
“I am looking for a room to stay in London next week, for 2 people, to stay 7 days, I pay upto 500 Euro”

EN	Apartment	London	01-05-2017	07-05-2017	2 adults	500 €	who else	?
ES	Apartmento	Londres	01-05-2017	07-05-2017	2 adultos	500 €	quién más	?
DE	Wohnung	London	01-05-2017	07-05-2017	2 Erwachsene	500 €	wer noch	?

who else? improves language usability in AIs

A semantic more logic question for Voice Internet applications

The most simple, yet organized and nice way to ask a speech-based interfaces



(1) who else? is the most logical question for users to speak with devices they don't know yet.

(2) who else? is the most shortest, yet semantically correct question to speak with an AI explicitly correct.

who else? is available as open source API for IoT OEMs

Hardware producer connect voice interfaces to an unified Voice service network

We provide an open source standard for computing language-based user commands between AI and IoT ecosystems

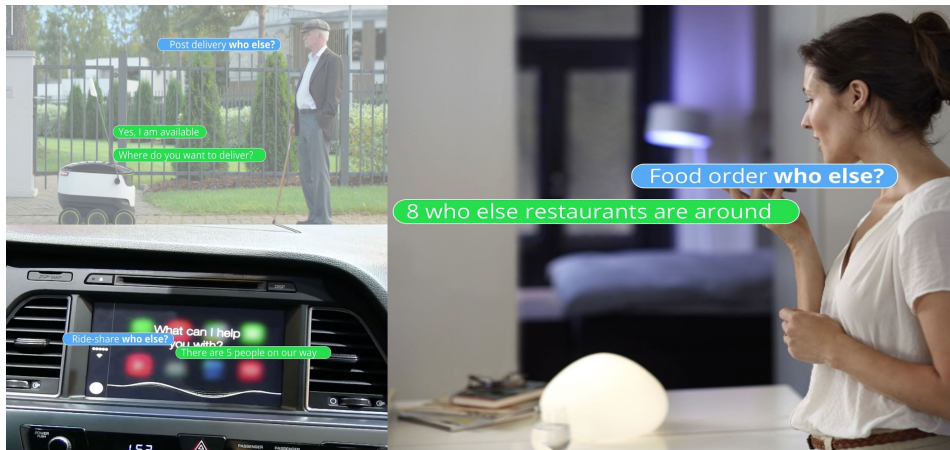
OLD

Proprietary AI
Data Silos



NEW

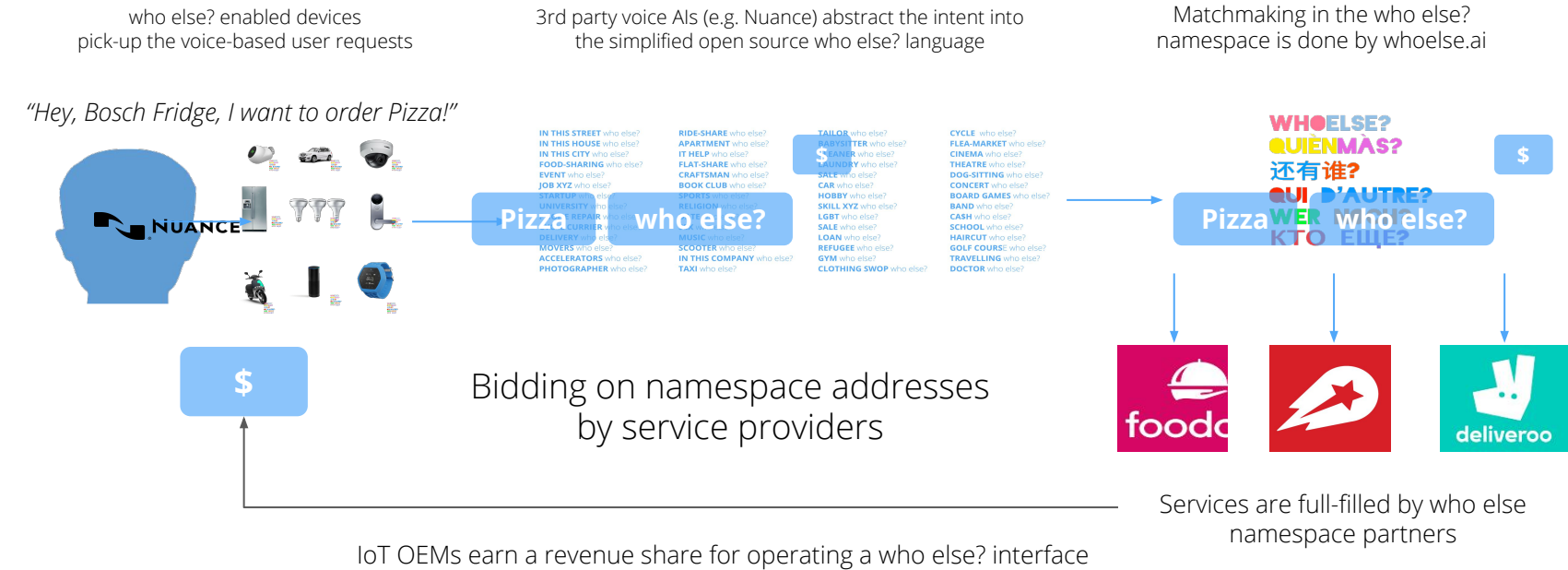
Open Source
Voice Internet



Users can still speak however they want into their Voice AIs: who else? is foremost a meta language to describe the encoding of language - it's however as well a very easy to use Voice Internet command too. A programming language for Voice Internet turned into a cognitive brand.

who else? dispatches requests to e-commerce partners

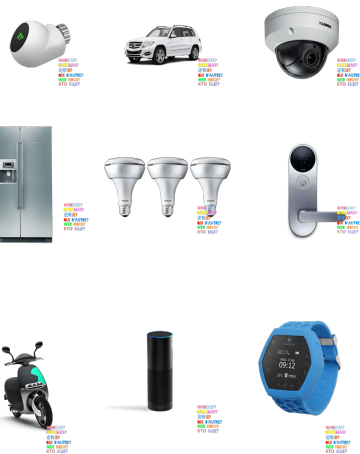
We enable a network of language-based services, by a simplified accounting logic



who else? open source distribution

A trustmark for Voice Internet services

IoT manufacturer can experiment with the open source protocol, once they want to integrate into the namespace, they can use the who else? brand in their consumer IoT marketing and earn a revenue commission for Voice Internet services



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WHO ELSE? who else?
FLAT SHARE? who else?
QUIENMAS? who else?
CRATYSMAN? who else?
还有谁? who else?
SPORTS who else?
QUI D'AUTRE? who else?
REL D'AUTRE? who else?
WER NOCH? who else?
KTO JE? who else?
MUSIC who else?
SCOOTER who else?
IN THIS COMPANY who else?
TAXI who else?

TAILOR who else?
BABYSITTER who else?
CLEANER who else?
LAUNDRY who else?
SALE who else?
CAR who else?
HOBBY who else?
SKILL XYZ who else?
LGBT who else?
SALE who else?
LOAN who else?
REFUGEE who else?
GYM who else?
CLOTHING SWOP who else?

who else? browser

50+ on-demand services in 1 interface: The simplest Internet browser ever



∞ IoT Devices

Distribution Provision 0,5-5% revenue share for OEMs

& later

WHOELSE?
QUIENMÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO ЕЩЕ?

50+ Marketplaces

Pricing Freemium \$ 0,00 - \$ 39,00

Nikola Dayalnov of Singularity Weblog:

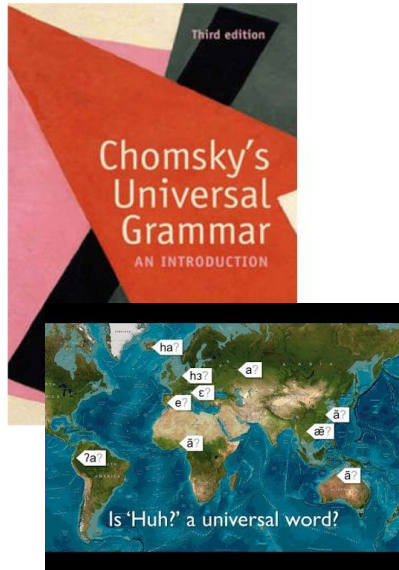
This unified grammar between machines and humans (..) as a common language between AI and their users (..) could be *the* missing link between artificial and natural cognitive intelligence.

<https://www.youtube.com/playlist?list=PLVvj6noSyWkrivBLePi2gG3iuSZ9aSurd>

Magic Source: The science of hard-wired language

who else? is a new proof of Chomsky's Universal Grammar

UG is a theory of language in the human brain that is naturally so “hard-wired”, everybody recalls, interprets and augments it:



“Universal grammar (UG) in linguistics, is the theory of the genetic component of the language faculty, usually credited to Noam Chomsky. **The basic postulate of UG is that a certain set of structural rules are innate to humans, independent of sensory experience. With more linguistic stimuli received in the course of psychological development, children then adopt specific syntactic rules that conform to UG.**”

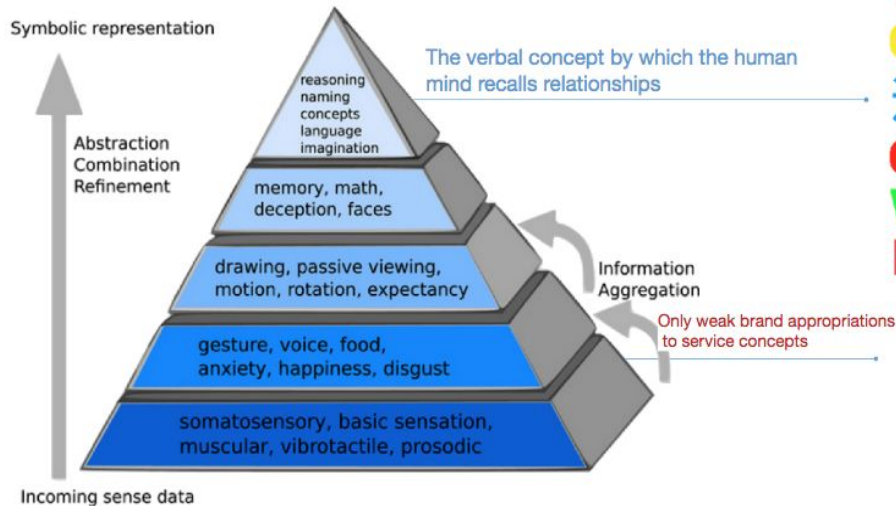
- * Universal Grammar describes semantic components that structure how humans communicate and thus are being recalled, recognized and remembered by everybody.
- * [The last proof of Universal Grammar was awarded with an alternative “IG” Nobel Prize to Max-Planck Researcher in 2015.](#)
- * Using the same research methods, we proved that “who else?” exhibits strong UG characteristics and can be considered “hard-wired”: A brand everybody responds to.. who else?

Market Validation (1/3)

who else? = the verbal “cognitive” representation how people recall online services

Ray Kurzweil’s Pyramid of Cognitive Reception

How does the human mind represent information?



WHO ELSE?
QUIÈN MÀS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO ЕЩЕ?



Language is the file-system of the human mind:

who else? likely is the the semantic concept by which people verbally remember the interaction they experience in online services.

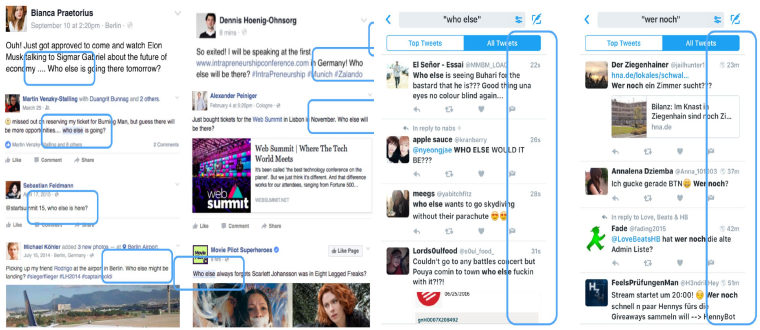
By its commonality who else? is faster learned and more natural recalled than every other brand representing digital service concepts.

This makes who else? a brand designed for natural “hard-wired” voice usability and cognitive virality.

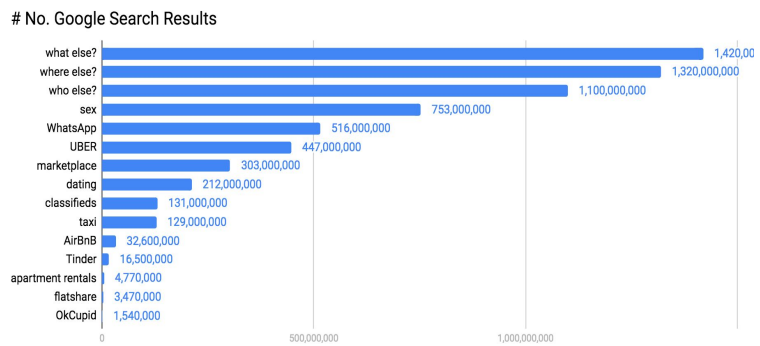
Market Validation (2/3)

who else? is how people speak in/about/with Internet services

1



2



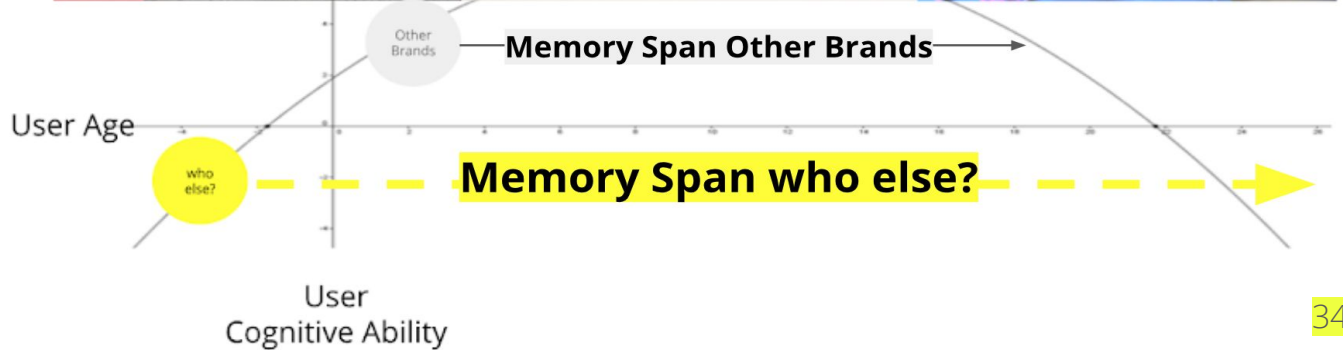
(1) Users query their friends asking "who else?" in social networks.

(2) "who else?" is one of the most common semantic concepts used across Internet services measured by Google Search Results.

Challenge: People remember 3,7 brands only

Average people interact with not more than 4 apps during 80% of their time

who else? is the first brand cognitively designed for life-long memorability



Solution

The oldest challenge of technology marketing: Be verb!

who else? is the design of a better name for Als

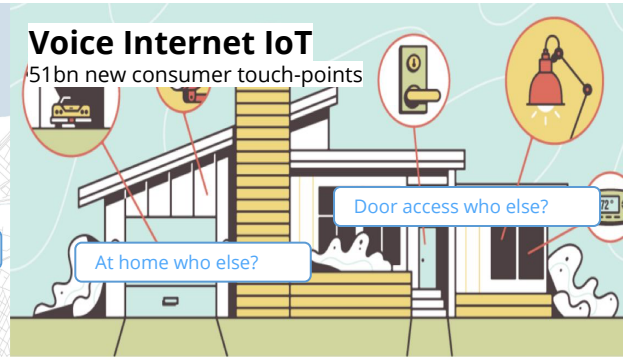
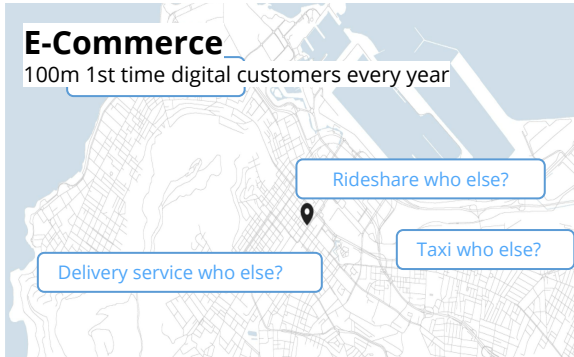
**YOU SHOULD TWEET THAT!
LET ME GOOGLE IT!
I'M GOING TO BING HIM!
THAT MOMENT IS INSTAGRAMMABLE!
I'M GOING TO TUMBLE THAT!
DO YOU WANT TO SKYPE?
YOU SHOULD FACEBOOK THAT!
I'M GOING TO PHOTOSHOP YOUR PHOTO!**

**WHOELSE?
QUIÉN MÁS?
还有谁?
QUI D'AUTRE?
WER NOCH?
KTO EЩЕ?**

One brand to remember every online service based on Noam Chomsky's theory of hard-wired Universal Grammar:
Who else? Wer noch? Quién más? (..)

Market Opportunity

who else? addresses a unique problem: Horizontal integration of Voice Internet



New incumbent developed previously unregulated markets (e.g. UBER, AirBnB).

Consumers are getting increasingly used to on-demand commerce and are willing to explore new verticals.

Apple (MFi), Amazon (Alexa) and Google (Android) are dominating / controlling the consumer touchpoints.

IoT manufacturer must fear an oligopoly and be locked out.

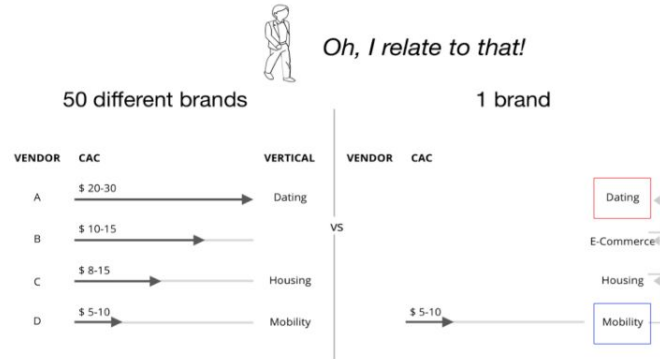
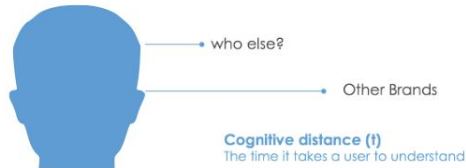
Facebook and Twitter reached maximum utilization / growth potential.

Concept of horizontal discovery (c.f. Reddit) are increasingly requested by consumers.

Marketing advantage infinite upselling

who else? is a brand designed for cognitive cross-selling of user attention

Consumers resonate faster with "who else?" and are reached by "who else?" brand claims on multiple interest verticals at once



CAC

Google Adwords Category	Dating & Marriage Matching	Carpooling & Ridesharing
A	0,1594	0,4789
B	0,5573	0,3712
C	0,4438	0,408

TIER

User's cognitive ability as bottleneck:

Ø 3,7 brands

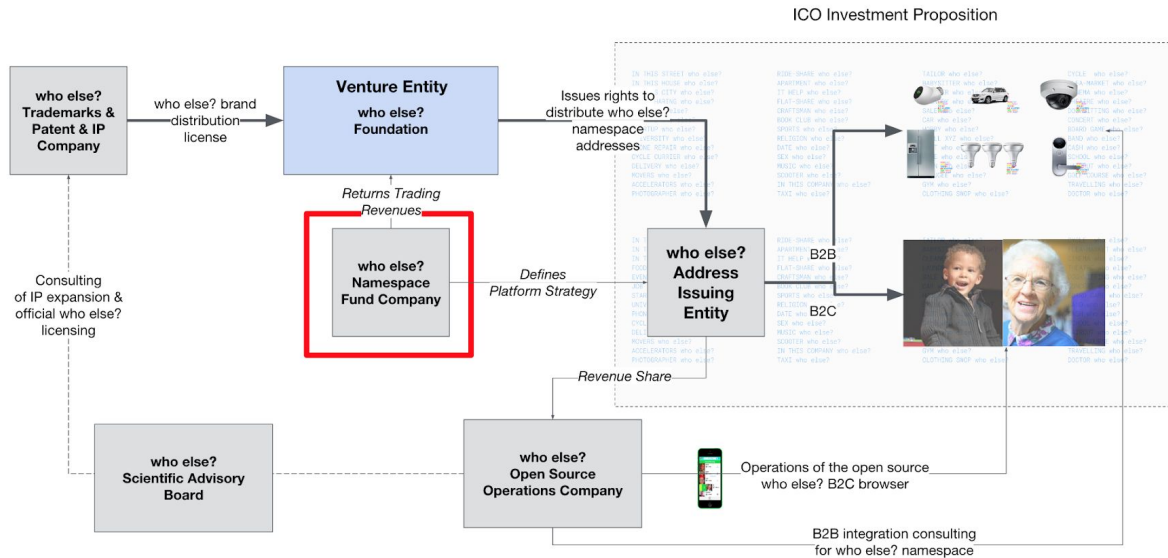
Users remember 80% of their time less than 4 apps frequently.

The Smartphone Generation Gap:
Over 55? There is no app for that
[Deloitte](#)

Company Structure

A cryptocurrency-based on language

The who else? grammar organizes a marketplaces between different AI ecosystems: White-label IoT provider are incentivized to integrate into the namespace to create additional revenue streams



Pricing / Revenue Share

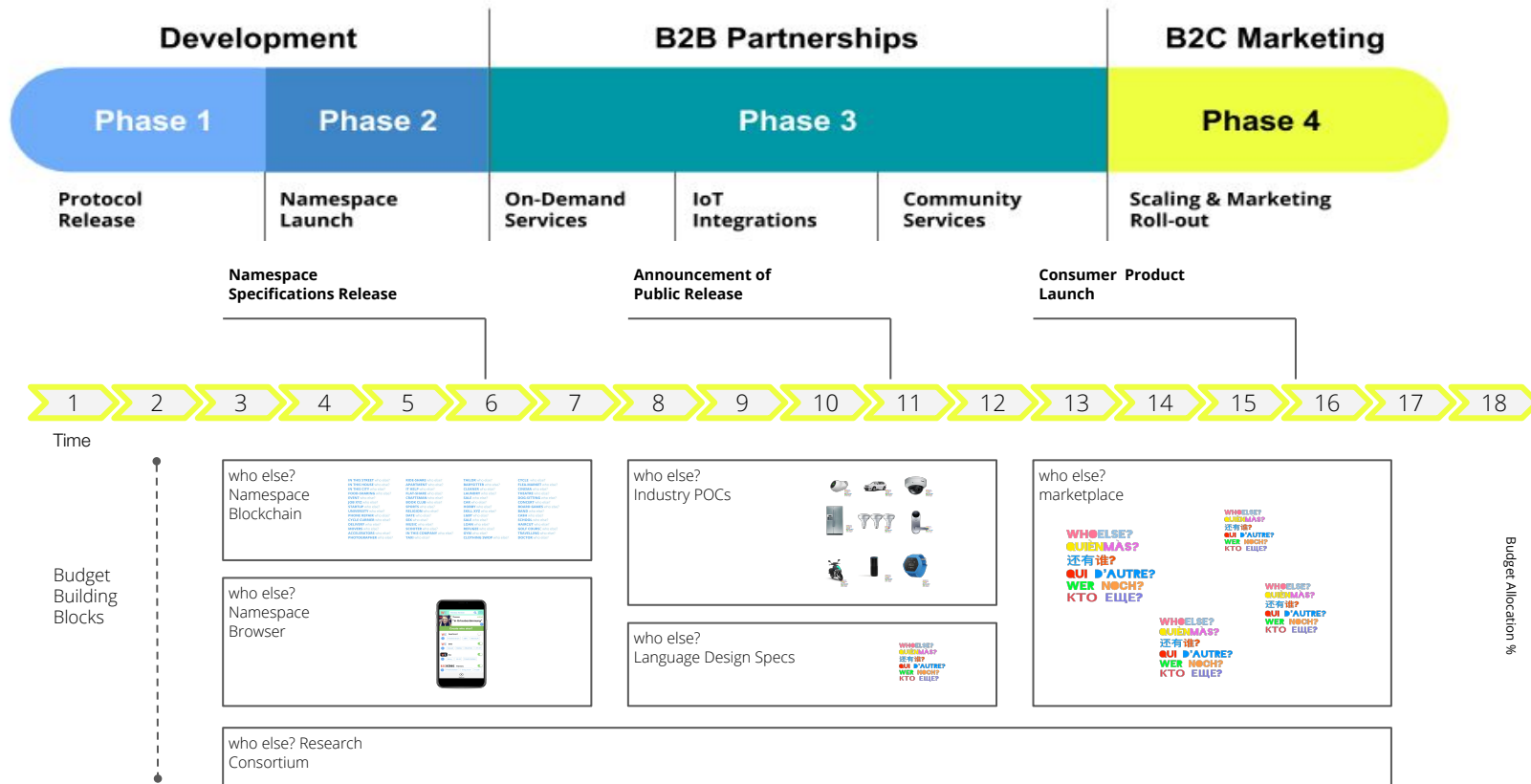
B2B

0,25% - 5% on transactions with the who else? Namespace

B2C

free	who else? Essentials
9,99	who else? Family
19,99	who else? Pro
59,99	who else? Business
99,99	who else? ACME

Roadmap / Milestones



Budget Allocation %

who else? namespace partnership roadmap

Stage 1:
On-Demand Services
1-to-Business

Taxi who else?

Pizza who else?

Hotel who else?

Flight who else?

Babysitter who else?

Stage 2:
IoT Services
1-to-IoT

At home who else?

Car-sharing who else?

Door access who else?

Fridge who else?

Meeting room who else?

Stage 3:
Community Services
1-to-Many

Date who else?

Party who else?

Sports who else?

Cinema who else?

Book club who else?